

Make your fuel prices
competitive at every station,
every minute of every day

OPIS PricePro: The next generation
fuel pricing solution



30.90



9.227

Sale

Gallons

Know the moment your prices lose their competitive edge



Act with lightning speed and strategic perspective

When it comes to retail fuel pricing, time is money. More than ever, fuel markets are extremely volatile. Any delay in pricing fuel correctly at your station can diminish your traffic if priced too high, cost you profits if priced too low, or hurt your customer reputation if priced out of line from your brand's positioning in the local market. With OPIS PricePro software, you'll get the right price in front of your customers as soon as possible.

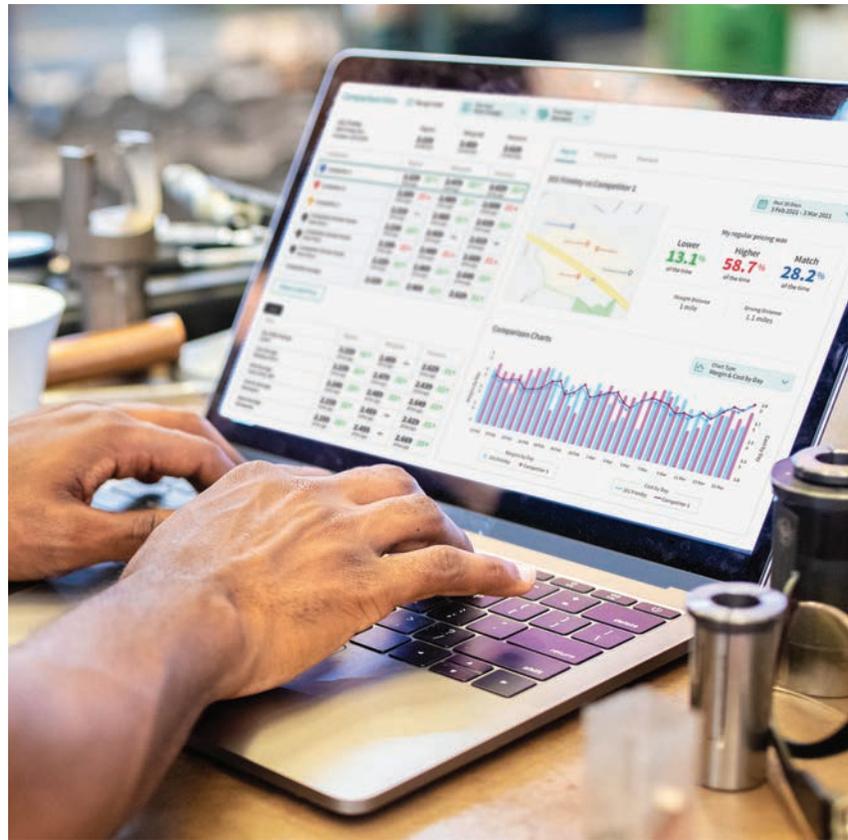
Short-staffed station managers no longer need to drive around every day performing manual competitor surveys, which are time-consuming, labor-intensive, inaccurate and pose insurance liability risks. PricePro collects retail fuel prices in your local area, or across the country, throughout the day, with real-time notifications or scheduled pricing events so you can adjust your pump pricing and strategies faster than ever before.

Faster, smarter pricing decisions delivered via your POS system at each station

Point-Of-Sale (POS) integration is an essential part of PricePro. Local competitor prices stream from PricePro directly to your site controller, allowing you to update POS and signage with the push of a button.

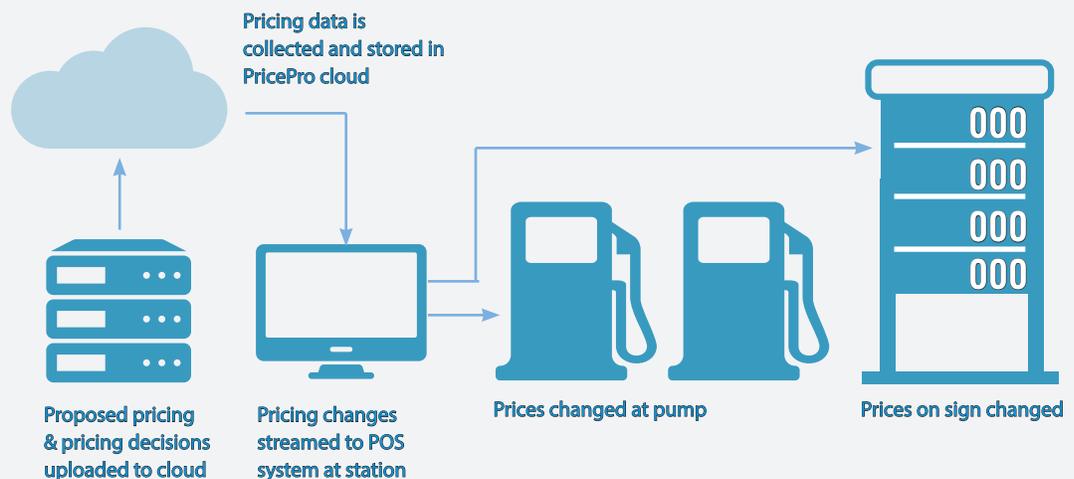
Instead of manually changing the sign, station managers can concentrate on morning checklists, from restroom cleanliness to fresh coffee. Price changes come through when your technologies are integrated. We signal the site controller to update the price in the POS, on the pumps, and on the sign.

Combine our proposed pricing with your custom decisions based on experience before greenlighting a change or allowing prices to change on pumps and signs.

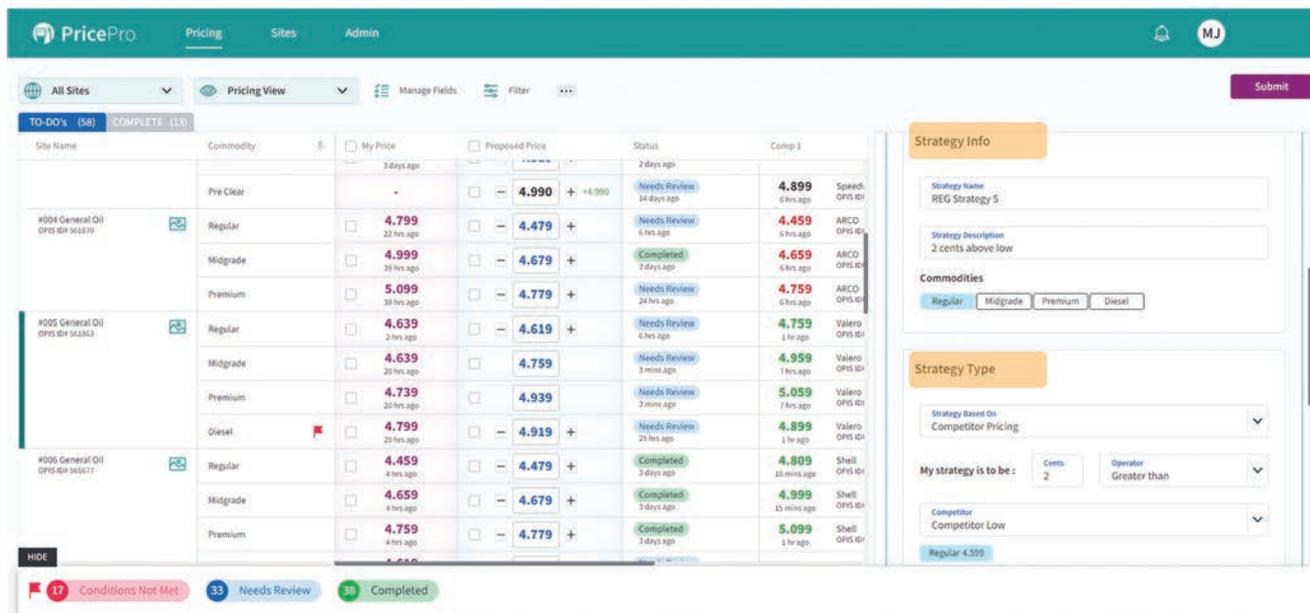


PricePro's integration with your Point-Of-Sale system connects centralized price changes streamed from our cloud-based platform to your network hub and local forecourt controller, which can be set to change prices at the pump and on signs. Improve the productivity of your store personnel.

INTEGRATION WITH SITE POS SYSTEMS



Harness big data in the cloud for competitive advantage, security and profitability



The screenshot displays the PricePro software interface. The main table shows pricing data for various sites and commodities. The table has columns for Site Name, Commodity, My Price, Proposed Price, Status, and Comp 1. The data is organized into rows for different sites and their respective commodity grades.

Site Name	Commodity	My Price	Proposed Price	Status	Comp 1
#004 General Oil (OPS ID: 36349)	Pre Clear	-	4,990	Needs Review	4,899
	Regular	4,799	4,479	Needs Review	4,459
	Midgrade	4,999	4,679	Completed	4,659
#005 General Oil (OPS ID: 36343)	Premium	5,099	4,779	Needs Review	4,759
	Regular	4,639	4,619	Needs Review	4,759
	Midgrade	4,639	4,759	Needs Review	4,959
	Premium	4,739	4,939	Needs Review	5,059
#006 General Oil (OPS ID: 36327)	Diesel	4,799	4,919	Needs Review	4,899
	Regular	4,459	4,479	Completed	4,809
	Midgrade	4,659	4,679	Completed	4,999
	Premium	4,759	4,779	Completed	5,099

At the bottom of the table, there are summary statistics: 17 Conditions Not Met, 33 Needs Review, and 38 Completed.

On the right side, there are two panels: "Strategy Info" and "Strategy Type". The "Strategy Info" panel shows "Strategy Name: REG Strategy 5" and "Strategy Description: 2 cents above low". The "Strategy Type" panel shows "Strategy Based On: Competitor Pricing" and "My strategy is to be: Cents: 2 Operator: Greater than".

PricePro versus the counterfeit cloud

Beware the counterfeit cloud! Many software vendors will tell you they're in the cloud, but look closer and you'll see that the application is only transported to the cloud. These hybrid systems have many troublesome issues: security, management problems, migration complexities, and more.

PricePro is truly built for the cloud, so that you can harness the real-time insights and competitive benefits of big data. Our constant data stream of nearly 5 million price reports per day from 130,000+ stations in the US and Canada feeds into our secure database. We cleanse data to ensure accuracy.

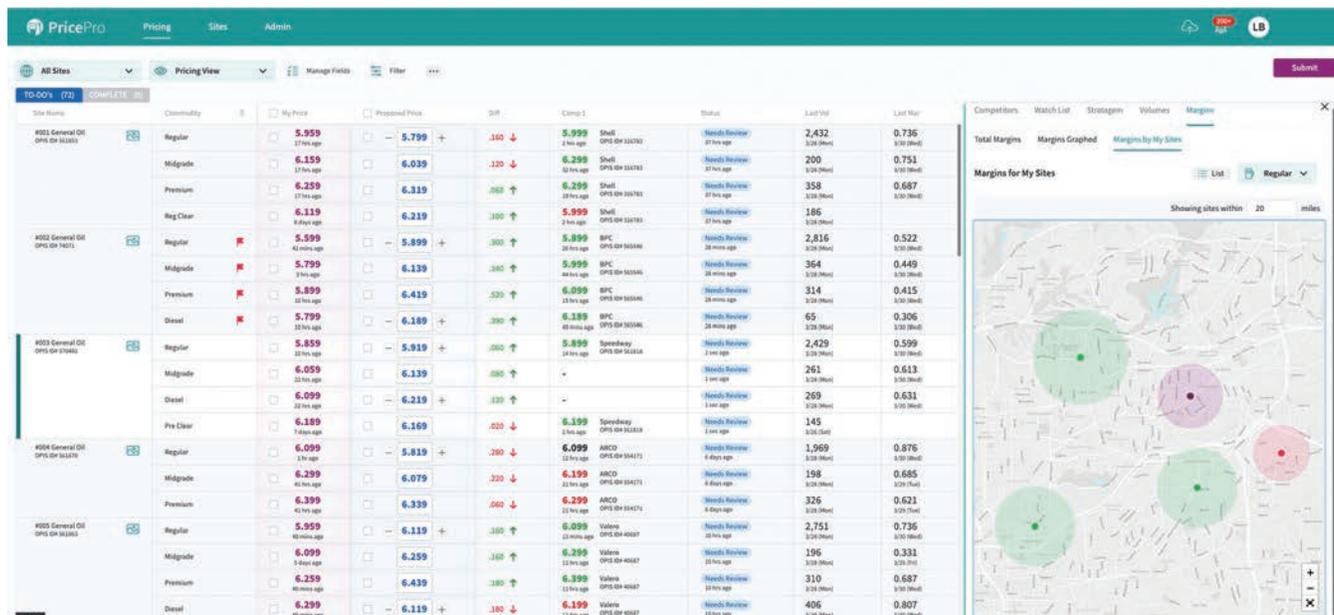


Fine-tune pricing strategies to maximize margins and volumes

A single platform, configured to work the way you do

Instantly see volume trends and margins for any geography and time period. Fine-tune local pricing decisions in context. Be sure your stations hit their target volumes and margins. Evaluate pricing effectiveness. You do all this on our single software platform, which you can configure to work exactly the way you do.

No toggling back and forth between multiple platforms. No cutting and pasting. PricePro is a completely integrated system. In one place, you can store all your notes, costs, margins, volumes and history. Gain an overall view of how your stations are doing. Prices update at warp speed, no more manual entries.

The screenshot displays the PricePro software interface. The main window shows a 'Pricing View' table with columns for Site Name, Community, My Price, Proposed Price, Diff, Comp 1, Status, Last Vol, and Last Mar. The table lists various fuel types (Regular, Midgrade, Premium, Reg Clear, Diesel, Pre Clear) for multiple sites. A right-hand panel shows a 'Margins for My Sites' map with colored circles representing different sites and their margins.

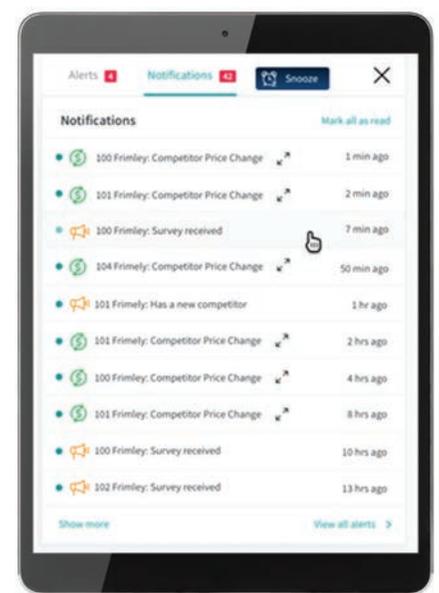
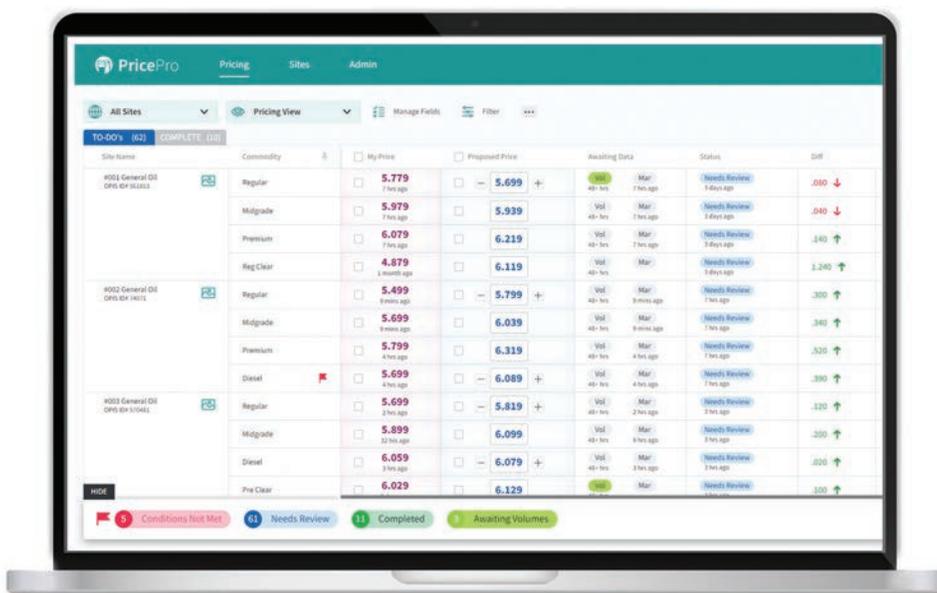
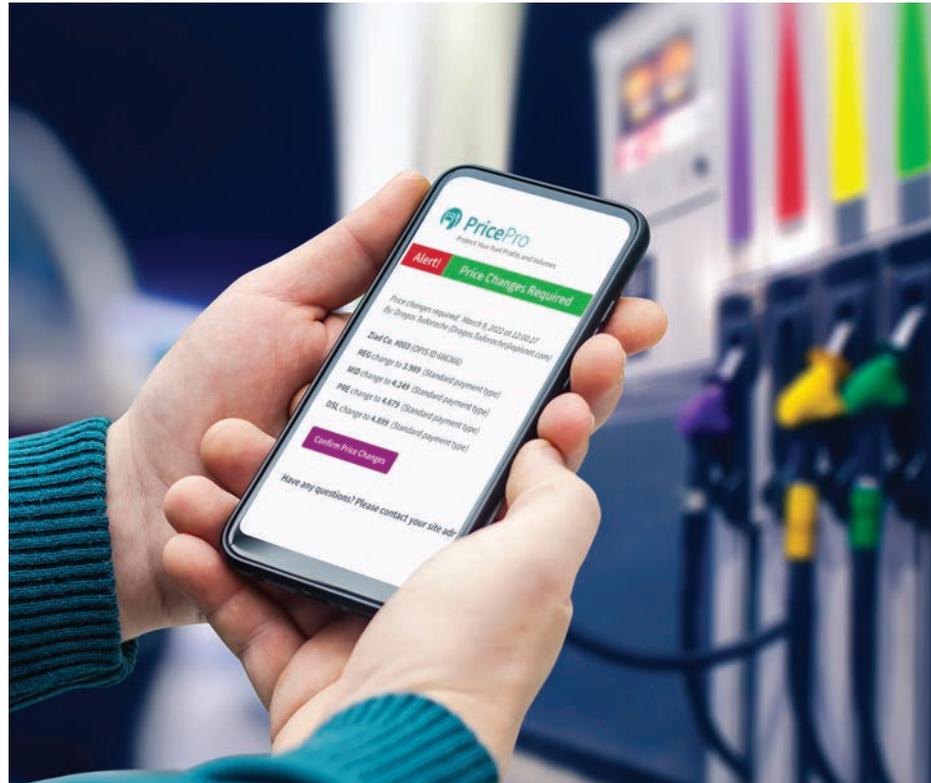
Site Name	Community	My Price	Proposed Price	Diff	Comp 1	Status	Last Vol	Last Mar
#001 General Oil (GPS ID: 10424)	Regular	5.999	5.799	-0.200 ↓	5.999	Shell (GPS ID: 100762)	2,432	0.736
	Midgrade	6.159	6.039	-0.120 ↓	6.299	Shell (GPS ID: 100762)	200	0.751
	Premium	6.259	6.319	+0.060 ↑	6.299	Shell (GPS ID: 100762)	358	0.687
	Reg Clear	6.119	6.219	+0.100 ↑	5.999	Shell (GPS ID: 100762)	186	0.708
#002 General Oil (GPS ID: 10425)	Regular	5.599	5.899	+0.300 ↑	5.899	BPC (GPS ID: 100366)	2,816	0.522
	Midgrade	5.799	6.139	+0.340 ↑	5.999	BPC (GPS ID: 100366)	364	0.449
	Premium	5.899	6.419	+0.520 ↑	6.099	BPC (GPS ID: 100366)	314	0.415
	Diesel	5.799	6.189	+0.390 ↑	6.189	BPC (GPS ID: 100366)	65	0.306
#003 General Oil (GPS ID: 10426)	Regular	5.859	5.919	+0.060 ↑	5.899	Speedway (GPS ID: 10426)	2,429	0.599
	Midgrade	6.059	6.139	+0.080 ↑	-	-	261	0.613
	Diesel	6.099	6.219	+0.120 ↑	-	-	269	0.631
	Pre Clear	6.189	6.169	-0.020 ↓	6.199	Speedway (GPS ID: 10426)	145	0.545
#004 General Oil (GPS ID: 10427)	Regular	6.099	5.819	-0.280 ↓	6.099	ARCO (GPS ID: 10427)	1,969	0.876
	Midgrade	6.299	6.079	-0.220 ↓	6.199	ARCO (GPS ID: 10427)	198	0.655
	Premium	6.399	6.339	-0.060 ↓	6.299	ARCO (GPS ID: 10427)	326	0.621
	Reg Clear	5.959	6.119	+0.160 ↑	6.099	Valvoline (GPS ID: 40087)	2,751	0.736
#005 General Oil (GPS ID: 10428)	Regular	6.099	6.119	+0.020 ↑	6.299	Valvoline (GPS ID: 40087)	196	0.331
	Midgrade	6.299	6.259	-0.040 ↓	6.399	Valvoline (GPS ID: 40087)	310	0.687
	Premium	6.259	6.439	+0.180 ↑	6.399	Valvoline (GPS ID: 40087)	406	0.807
	Diesel	6.299	6.119	-0.180 ↓	6.199	Valvoline (GPS ID: 40087)	406	0.807

Alerts and notifications the way you want them, anytime, anywhere, on any device

Know the market and price to win!

Get instant alerts on what you want to be notified about, how, and where: on mobile or desktop device, on your PricePro screen or by email or text message. Build notifications and alerts exactly how you want them. Set your own "rules." Easily price by exception and only respond to important changes. Prioritize your time.

When you respond to an alert, get linked back into the system, where every alert response updates status. If a "manual" survey of an outlier is required, store managers can easily add it to automated data, and add "gut feel" information to proposed pricing for optimal refinement of pricing opportunities.



From corporate managers to station managers, PricePro helps every stakeholder

Every team member in your organization has total control of minute-by-minute pricing data and ability to make the right decisions based on individual roles. Thanks to rapid optimization of pricing effectiveness, C-level and VP-level executives are assured of never losing out to other operators and fuel marketers.



District Manager

Frustrations

Takes too long to capture and analyze competitor prices. Price surveys by short-staffed station managers, driving around daily, are time-consuming, labor-intensive, inaccurate and distract from in-store priorities. Need multiple and very rigid software programs to see how stations are doing, optimize, report and support.

Solutions

PricePro has real-time, accurate competitor price data. No more surveys-by-car. Local operations team is in-store serving customers. District Managers stay informed, inspect what's expected with single software system configurable for the way they work. Can oversee site performance effectively with fast, strategic responsiveness.



Store Manager

Frustrations

Making competitive surveys by car each day takes time and personnel away from short-staffed store. Distracts from customer service and other priorities like inventory. Staff too busy to make timely manual price changes on signs and pumps. Delayed response to lower competitive pricing results in loss of sales and diminished traffic.

Solutions

PricePro enables store managers to receive competitive data without leaving their stores. Alerts on Site Manager web interface keep you on top of competitive moves. PricePro streams prices directly into POS systems for price updates on pumps and signs.



Fuel Analyst

Frustrations

You don't have the latest competitive data. You wait for survey data from local stores. You need to cut-and-paste between multiple software platforms to combine local pricing with historical, volume, replacement cost, margin and other data to set competitive prices that meet corporate goals.

Solutions

PricePro gives you a single platform that provides localized price surveys in real-time, integrates contextual data like history, margins and notes with your rules, and generates proposed pricing in each market. Make price changes at speed without delays. Meet morning deadlines with the best possible price for your stations.



System Administrator

Frustrations

System is hard to maintain. It's difficult to add roles, add stations, set up communications. You need multiple screens and manual processes to perform analytics, make pricing proposals/decisions, and inform your teams nationwide.

Solutions

PricePro is truly built for the cloud. It utilizes the latest big data and software technology to analyze and communicate pricing based on your rules. It is easy to configure and maintain, from custom roles to sign-in protocols. Security is ironclad, and data is cleansed to ensure accuracy.

Twelve essential features & benefits

Competitive Retail Prices

Access prices in real time through a continuous feed. We cleanse data to ensure highest possible accuracy. Provide customers with the most current and competitive price.

Replacement Cost and Margins

Rely on OPIS automated methodology for daily replacement costs and margins or add freight, taxes and other adjustments by site –simply drag and drop files into PricePro.

Volume-Data Imports

Import the latest volumes by site and commodity through a file loader or API. See your volumes on a configurable map and compared to your other nearby locations. See volume variance by same day last week, last month and last year.

Integration with

Point-of-Sale (POS) System

Integrate your POS directly into our open API at no extra cost. Or integrate via configurable middleware at a small monthly charge and little IT support. No expensive service contract needed.

Strategy for Proposed Prices

Easily build a strategy and price your sites by exception and priority. PricePro proposes a price and allows you to set conditions that flag prices which fall outside your ceiling

Market-Based Proposed Prices

Statistical analysis of your past pricing performance in each site's market (from 60 days to two years) generates pricing proposals that are explainable and acceptable.

Alerts that Interface with Application Status

Price change alerts require your response and link you back into the system. Every alert response updates status. Easily price by exception and prioritize where you spend your time.

Fully Configurable Notifications

Build your notifications the way you want them, on your PricePro screen or by email or text message. Be notified about New-To-Industry (NTI) locations that might become competitors.

Competitive Detail Comparison

Compare prices and margins vs. competitors by grade and date. Learn how often your price is higher, lower or the same. Comparison criteria includes averages for zip code, city, MSA and county.

Competitive Price Survey Management

Update PricePro with site manager surveys, receiving email or text notifications of completion.

Configurable Interface

Using React user interface (UI) developed by Meta, configure PricePro to work the way you do.

Reports

Extract the data you need in a snapshot emailed to you or dynamically on the fly with our data-reporting feature. Filter settings to sort and configure data how you prefer. Export PricePro reports into your own reporting software and business analytics.



OPIS (Oil Price Information Service), a Dow Jones company is a leading worldwide provider of benchmark pricing, real-time news and expert analysis across the entire fuel supply chain, including the spot, wholesale rack and retail markets. OPIS enables customers to buy and sell fuel products with confidence and total transparency from the refinery to the pump.

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